

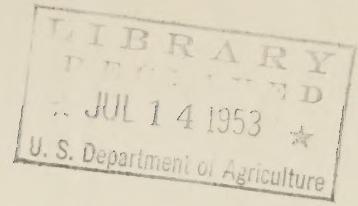
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62.17

=1953 =

John's
PLANTS SEEDS BULBS
 APOPKA · FLORIDA



Dear Customer:

A special offer for fall - if you order now. FREE PHILODENDRONS!

For September 1st to 15th delivery (this starts you off on the fall plant selling season at the right time) I am offering free plants with these assortments, if you send your order in now.

On the Amaryllis orders, I will send you extra value in that I will send you extra fat bulbs.

ASSORTMENT A—PAPER POTS				ASSORTMENT B—PAPER POTS			
Quantity	Item No.	Description	Price Each F.O.B. Apopka, Fla.	Quantity	Item No.	Description	Price Each F.O.B. Apopka, Fla.
30	21	4" Boston Fern, Wax Wrapped.....	12c	20	21	4" Boston Fern, Wax Wrapped.....	12c
10	84	Chinese Evergreen, Wax Wrapped.....	25c	20	81	S. Laurentii in 3" Wax Paper Pot.....	18c
20	5	Sansevieria Zeylanica, Wax Wrapped.....	9c	20	55	S. Zeylanica in 3" Wax Paper Pot.....	18c
10	50	Nephthytis in 2" Wax Paper Pot.....	9c	5	500	Nephthytis in 2½" Wax Paper Pot.....	18c
5	51	Peperomia in 2" Wax Paper Pot.....	9c	5	510	Peperomia in 2½" Wax Paper Pot.....	18c
15	52	Philodendron in 2" Wax Paper Pot.....	9c	15	520	Philodendron in 2½" Wax Paper Pot.....	18c
10	53	Pothos in 2" Wax Paper Pot.....	9c	10	89	Plant Combination in 3" Wax Paper Pot.....	25c
10	56	Asst. Dish Garden in 2" Wax Paper Pot.....	9c	10	401	Sansevieria Hahnii in 2½" Wax Paper Pot.....	20c
10	57	Ivy in 2" Wax Paper Pot.....	9c	5	640	Special Chinese Evergreen in 3" Wax Paper Pot.....	45c
10	52	Philodendron in 2" Wax Paper Pot.....	FREE	6	520	Philodendron in 2½" Wax Paper Pot.....	FREE
130 Plants		Cost \$13.30		116 Plants		Cost \$20.85	

ASSORTMENT 1-C—CLAY POTS				ASSORTMENT 2-C—CLAY POTS			
Quantity	Item No.	Description	Price Each F.O.B. Apopka, Fla.	Quantity	Item No.	Description	Price Each F.O.B. Apopka, Fla.
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5	C-51	Peperomia in 2" Clay Pot.....	10c	5	C-510	Peperomia in 2½" Clay Pot.....	20c
15	C-52	Philodendron in 2" Clay Pot.....	10c	15	C-520	Philodendron in 2½" Clay Pot.....	20c
10	C-53	Pothos in 2" Clay Pot.....	10c	5	C-511	Peperomia in 3" Clay Pot.....	29c
10	C-56	Assorted Dish Garden in 2" Clay Pot.....	10c	10	C-521	Philodendron in 3" Clay Pot.....	29c
5	C-57	Ivy in 2" Clay Pot.....	10c	5	C-89	Plant Combination in 3" Clay Pot.....	29c
10	C-52	Philodendron in 2" Clay Pot.....	FREE	15	C-401	Sansevieria Hahnii in 2½" Clay Pot.....	22c
120 Plants		Cost \$12.90		131 Plants		Cost \$26.15	

HYBRID AMARYLLIS BULBS

Item No.	Description	Price per 100 F.O.B. Apopka
25	Hybrid Amaryllis Bulbs	\$15.00
251	Jumbo Amaryllis Bulbs	30.00

ORDER ON THIS SHEET

JOHN'S, Apopka, Florida.

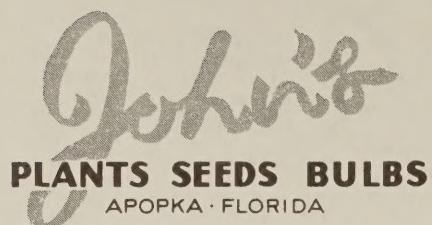
Please ship me ASSORTMENT _____ for September 1st to 15th delivery.

Please ship me, in October, _____ AMARYLLIS BULBS, costing \$_____ per 100.

Signed: _____

Address: _____

BE SURE TO SIGN YOUR NAME AND ADDRESS.



Dear Customer:

Two things -

1. Thank you for your business.
2. A "free plant offer." *

I wanted to say "thank you" for the orders you've sent me - I wanted to say this for a long time but I haven't got around to it until now.

Like you, I want to build a business of satisfied customers. Believe me it's not an easy job but I'm trying to give you better plants and better service.

By the way, if there is something I've done wrong, some correspondence that I've overlooked, just write me a penciled notation on the bottom of this letter as to what I should do to correct any mistake that I've made.

To encourage you to place your initial order for fall plant sales early I am offering a few free plants as an inducement.

Again, thank you!

Sincerely,

JOHN'S

*See reverse side of THIS SHEET!

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